

# Conference Agenda

Leveraging Creativity is one part artists' workshop and one part academic conference. With the exception of the keynote lunches and the Thursday networking reception, all sessions take place at the Indiana State Museum at 650 West Washington St., Indianapolis, IN 46204.

## The Artists' Workshop

### **May 15, 9:00 a.m. Registration (Great Hall)**

Registration opens at the check-in table. A resource/networking area will also open at this time. Continental breakfast will be provided.

### **May 15, 9:30 a.m. Welcoming Remarks (Dean & Barbara White Auditorium)**

Introductory remarks from the conference planning committee.

### **May 15, 9:45 a.m. Breakout Blitz (Dean & Barbara White Auditorium)**

Mini-presentations introducing the topics that will be covered more fully in the breakout sessions throughout the day.

### **May 15, 11:15 a.m. Breakout Sessions**

Conference attendees choose from any of the following breakout sessions to attend. Each will be an hour long.

#### **Business Planning for the Arts (L.S. Ayres Tea Room)**

**Mark S. Long, President, Long Performance Advisors, LLC**

A session on how to create and adjust business plans for the arts, including developing new businesses, planning for existing businesses, and adjusting for new business directions. Included will be product/service assessments, approaches to the market, pricing techniques, understanding your customer, and basic facets of business plans. This session is specifically directed at performing, creating, managing and directing the arts and the delivery of the arts to the public, and planning for these types of business endeavors.

#### **Placemaking, Cross-sector Collaboration, Healthcare, Innovation and other buzz words. (Board Room)**

**Laura Zabel, Executive Director, Springboard for the Arts**

How can artists take advantage of the trends that come with shifts in the way we think and talk about our communities? How can the arts community participate and help when big changes happen in our systems and culture? Let's talk about strategies to engage with the policy, civic and cultural fields around these big issues.

#### **Exhibiting and Promoting Your Artwork: A Guide for Emerging Visual Artists (Museum Conference Room)**

**Shannon M. Linker, Director of Artist Services and Gallery 924, Arts Council of Indianapolis**

For many beginning and/or emerging visual artists, the first question is "how do I get my art out there"? "Where do I start?" Sometimes it seems that luck or knowing the right people is the only way, and those things always help, but there is a strategy and a timeline that can help you chart your plan as well. This session can help take some of the guesswork out of this seemingly mysterious process.

#### **Using Social Media to Promote Yourself and Your Work (Earl A. Goode Education Center)**

**Dr. Sarah "Intellagirl" Smith-Robbins, Sr Director of Emerging Technologies, Kelley Executive Partners, Indiana University**

In this session you will learn how easy it is to use commonly available social media tools such as Twitter, Facebook, and Tumblr to build your brand online. You will learn how to promote yourself and your work directly to consumers as well as to the arts community.

#### **Build A Website For Free – The Artist's Way (Dean and Barbara White Auditorium)**

**Mark W. Bell, Author and PhD candidate, Indiana University Department of Telecommunications**

This workshop will cover why an artist needs a website, how to do it yourself, and how to set one up as cost-effectively as possible. You will learn how to represent yourself online, look professional and show off your creative work. This session will cover hosting, making pages, getting them on the internet, working with images and interacting with visitors.

### **May 15, 12:30 p.m. Lunch and Keynote Address (Eiteljorg Museum)**

The conference will move to the neighboring Eiteljorg Museum for lunch and a keynote from Laura Zabel of Springboard for the Arts in St. Paul, Minnesota addressing the mutual relationship between artists and communities.

**May 15, 1:45 p.m.****Breakout Sessions**

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Conference attendees choose from any of the following breakout sessions to attend. Each will be an hour long.

**Business Planning for the Arts (L.S. Ayres Tea Room)**

**Mark S. Long, President, Long Performance Advisors, LLC**

A session on how to create and adjust business plans for the arts, including developing new businesses, planning for existing businesses, and adjusting for new business directions. Included will be product/service assessments, approaches to the market, pricing techniques, understanding your customer, and basic facets of business plans. This session is specifically directed at performing, creating, managing and directing the arts and the delivery of the arts to the public, and planning for these types of business endeavors.

**How to Write a Successful Grant Proposal (Dean and Barbara White Auditorium)**

**Janet Bloch, Artist, Author, and Education Director, Lubeznik Center for the Arts**

This is an introductory session to help artists write a grant, fellowship, or residency proposal. The session leader will address the basics of writing a strong project narrative, selecting work samples, preparing a budget and devising assessment tools. Participants will receive useful handouts.

**Marketing for Non-Marketers (Earl A. Goode Education Center)**

**Joshua Lingenfelter, Director of Marketing, Clowes Memorial Hall of Butler University**

Learn the basics of designing and implementing marketing plans that leverage low cost promotional methods, while providing opportunities to research, reflect and react.

**Fame and Fortune in the Music Industry\* (Board Room)**

**Dr. Monika Herzig, Musician and Senior Lecturer in Arts Administration, IU School of Public and Environmental Affairs**

Participants will explore typical record contract terms, current income streams in the music industry, and a variety of career models. After a short discussion period, we will engage in a simulation game of the reality of recording artists followed by a discussion of the outcomes and alternative models.

*\*Note: This session will run 1:45 p.m. - 4:00 p.m.*

**Exhibiting and Promoting Your Artwork: A Guide for Emerging Visual Artists (Museum Conference Room)**

**Shannon M. Linker, Director of Artist Services and Gallery 924, Arts Council of Indianapolis**

For many beginning and/or emerging visual artists, the first question is “how do I get my art out there”? “Where do I start?” Sometimes it seems that luck or knowing the right people is the only way, and those things always help, but there is a strategy and a timeline that can help you chart your plan as well. This session can help take some of the guesswork out of this seemingly mysterious process.

**May 15, 3:00 p.m.****Breakout Sessions**

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Conference attendees choose from any of the following breakout sessions to attend. Each will be an hour long.

**Placemaking, Cross-sector Collaboration, Healthcare, Innovation and other buzz words. (L.S. Ayres Tea Room)**

**Laura Zabel, Executive Director, Springboard for the Arts**

How can artists take advantage of the trends that come with shifts in the way we think and talk about our communities? How can the arts community participate and help when big changes happen in our systems and culture? Let's talk about strategies to engage with the policy, civic and cultural fields around these big issues.

**Copyright Law for Artists: Protecting Your Work & Avoiding Infringement (Museum Conference Room)**

**Robert S. Meitus, Partner, Meitus Gelbert Rose LLP**

This session will explain how U.S. Copyright law works and simple steps artists can take to fully protect their creative works. We will also discuss the creative process and when inspiration crosses over into copyright infringement. The session will focus on practical application of copyright law to the creative arts.

**Marketing for Non-Marketers (Dean and Barbara White Auditorium)**

**Joshua Lingenfelter, Director of Marketing, Clowes Memorial Hall of Butler University**

Learn the basics of designing and implementing marketing plans that leverage low cost promotional methods, while providing opportunities to research, reflect and react.

**Fame and Fortune in the Music Industry\* (cont'd) (Board Room)**

*\*Note: See 1:45 p.m. Breakout Sessions for description.*

**Using Social Media to Promote Yourself and Your Work (Earl A. Goode Education Center)**

**Dr. Sarah “Intellagirl” Smith-Robbins, Sr Director of Emerging Technologies, Kelley Executive Partners, Indiana University**

In this session you will learn how easy it is to use commonly available social media tools such as Twitter, Facebook, and Tumblr to build your brand online. You will learn how to promote yourself and your work directly to consumers as well as to the arts community.

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**May 15, 4:15 p.m.                      Networking Reception (Herron School of Art and Design)**

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An opportunity to network with fellow conference attendees and presenters with the Herron School of Art and Design's 2014 M.F.A. Exhibition as a backdrop. Hors d'oeuvres will be provided and a cash bar.

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**May 16, 9:00 a.m.                      Hands-on Planning**

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This session will be devoted to further developing the ideas explored on day 1 into actionable steps for conference attendees. Attendees choose from any of the following sessions. Each will be 90 minutes.

**Writing a Marketing Plan (Earl A. Goode Education Center)**

**Joshua Lingenfelter, Director of Marketing, Clowes Memorial Hall of Butler University**

Attendees will take the initial steps to writing and implementing a marketing plan for their specific practice.

**How to Write a Successful Grant Proposal - Part 2 (Museum Conference Room)**

**Janet Bloch, Artist, Author and Education Director, Lubeznik Center for the Arts**

This is a more in-depth follow-up session to yesterday's "How to Write a Successful Grant Proposal." In this session participants will actually begin writing a proposal and develop a budget. Participants are encouraged to bring proposal ideas to the workshop. Participants will receive useful handouts.

**One-on-One Q&A Opportunities (Board Room)**

The following breakout session presenters from day 1 will be available for 10-minute Q&A opportunities. **Please sign up in advance at the registration table on day 1.**

Mark W. Bell, Author and PhD candidate (Websites)  
Indiana University Department of Telecommunications

AJ Correale, Member (Legal Issues)  
Frost Brown Todd

Dr. Monika Herzig, Musician and Senior Lecturer in Arts Administration (Music Industry)  
IU School of Public and Environmental Affairs

Shannon M. Linker, Director of Artist Services & Gallery 924 (Visual Arts Industry)  
Arts Council of Indianapolis

Sarah “Intellagirl” Smith-Robbins, PhD, Sr Director of Emerging Technologies (Social Media)  
Kelley Executive Partners, Indiana University

Laura Zabel, Executive Director (Buzz words)  
Springboard for the Arts

## The Academic Conference

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### May 16, 8:00 a.m. Registration (Great Hall)

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Registration and a resource/networking area will open at this time. Continental breakfast will be provided.

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### May 16, 8:30 a.m. Panel #1 (Dean & Barbara White Auditorium)

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#### Performance, Performers, and the New World of Music Licensing (75 minutes)

Lydia Loren, Lewis and Clark Law School

*The New Age of New Media Music Licensing*

John Simson, American University Kogod School of Business and Practitioner, Lommen Abdo

*The 9 Billion Dollar Disaster: How the U.S. Recording Industry Lost a Fortune for the Lack of Performance Rights in Master Recordings*

Daniel J. Gervais, Vanderbilt University

*Performers Rights in Comparative Perspective*

Mary LaFrance, University Nevada, Las Vegas School of Law

*Performers as Authors?*

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### May 16, 9:45 - 10:15 a.m. - Break

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### May 16, 10:15 a.m. Panel #2 (Dean & Barbara White Auditorium)

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#### Artists, Artistic Taste, and Artistic Movements (75 minutes)

Roberta R. Kwall, DePaul University College of Law

*Living Gardens, Living Art and Living Tradition*

Elizabeth Townsend Gard, Tulane University Law School & Yvette Liebesman, St. Louis University School of Law

*Kamil Kubik: The Artist and Copyright Observed*

Christine Farley, American University Washington College of Law

*No Comment: Will Prince v. Cariou Alter Copyright Judges' Taste in Art?*

Olufunmilayo "Funmi" Arewa, University of California, Irvine

*Transformation, Innovation and Formalization: Copyright and Routinization of Artistic Movements*

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### May 16, 11:30 a.m. Lunch and Keynote Address (Eiteljorg Museum)

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The conference moves to the neighboring Eiteljorg Museum for a keynote address from Marybeth Peters, Practitioner, Oblon Spivak and ex-Register of Copyrights. *Copyright Law and the Challenges Ahead*. Lunch will be provided.

## The Academic Conference

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### May 16, 1:15 p.m. Panel #3 (Dean & Barbara White Auditorium)

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Differential Treatment of Music and Sound Recordings/Developing Issues in Termination of Transfer (75 minutes)

**Michael Landau, Georgia State University College of Law**  
*Are Congress and the Courts Treating Music Differently?*

**June Besek, Columbia Law School**  
*Pre-1972 Sound Recordings: Why the Law Treats Them Differently*

**Robert S. Meitus, Indiana University Maurer School of Law and Practitioner, Meitus Gelbert Rose**  
*Section 203 Terminations of Copyright Transfers in the Music Industry: Practical Issues and Pitfalls*

**R. Anthony Reese, University of California, Irvine**  
*Be Careful Where You Live When You Die: Termination of Copyright Transfers and Marriage Inequality*

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### May 16, 2:30 - 2:45 p.m. - Break

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### May 16, 2:45 p.m. Panel #4 (Dean & Barbara White Auditorium)

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Substantial Similarity, Fair Use, and Cultural Exchanges in Popular Music (75 minutes)

**Jessica Litman, University of Michigan Law School**  
*Silent Similarity*

**Mark E. Avsec, Practitioner, Benesch, Friedlander, Coplan & Aronoff**  
*Mashups, Infringement, and Fair Use*

**Michael W. Carroll, American University Washington College of Law**  
*Uptempo Fair Use: Applying Fundamental Principles in a Rapidly Evolving Musical Environment*

**Arpan Banerjee, Jindal Global Law School, India**  
*East-West Exchanges in Popular Music*